

*Draft Until Approved*  
**Avila Beach Tourism Alliance**  
**Board Meeting Minutes**

July 19, 2017 – Sycamore Mineral Springs Resort Conference Room, Avila Beach

**Board Members Present:**

Charles Crellin, Sycamore Mineral Springs Resort  
Kalie Howard, Avila Lighthouse Suites  
Christopher King, Avila Village Inn

**Others Present:**

Stephanie Rowe, ABTA admin  
Kaci Knighton, TJA Advertising  
Rick Turton, TJA Advertising  
John Sorgenfrei, TJA Advertising  
Katie Sturtevant, Stewardship Program

**Absent:** None  
Liaison

Summer Rogovoy, Avila Lighthouse Suites

**CBID:** Cheryl Cuming

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1. **Call to Order:** by board chair Charles Crellin at 10:17 am
  
2. **Public Comment:** None
  
3. **Consent Items:** The June 14, 2017 minutes were approved for review and approval. A motion was made by Chris King and seconded by Kalie Howard. With no further discussion, the June 14th minutes were approved by a unanimous voice vote of the local Advisory Board.
  
4. **CBID and Financials Update:** Cheryl Cuming gave an update for the past month.
  - a. Kaci Knighton produced a new video called *All Roads Lead to Roam*.
  - b. Cambria and San Simeon TOT down due to Highway 1 closure but trying to get the message out that the Highway 1 Discovery Route roads are open.
  - c. CBID has approved \$1,271,000 budget for 2017/2018 with 83.6% invested in Marketing.
  - d. New Wildlife Tips flyers will be distributed.
  - e. CBID has launched a new Beautification and Infrastructure application form.
  - f. The successful Rural Road Trip will start again in October under a different name to keep it fresh.
  
5. **Budget Update:** Stephanie Rowe confirmed that collections in May totaled \$15,039.30. Available funds (including the 2015-2016 carry-forward) total \$141,142.26 and funds after approved applications and anticipated expenses removed are \$8,002.39. The projected unused TJA funds for the current contract are \$39,048.53. Total after projected unused TJA funds returned to budget is \$47,050.93.
  
6. **Committee Reports:**
  - a. **Stewardship Travel Program – Christopher King and Katie Sturtevant:** Katie distributed the new tote bags with the new artwork and logos. Chris noted that he will be framing the new posters and we'll be ordering the kit supplies, putting the bags together and working on the prizes. He will start meeting with the Avila lodging properties to train on the revamped program. He will also be working with Kaci on a social media plan.

**a. TJA Activity Report/Website Analytics Update – John Sorgenfrei, Kaci Knighton, Rick Turton:**

Kaci gave an update on social media in the last month. Facebook fans are over 74,000. There were huge video views at 87,000, with 6,000 post engagements and 782,000 impressions. Top referrals were Facebook, Google and VisitAvilaBeach.com. She showed the top posts and videos that received the most Facebook engagements with women between the ages of 35-44 leading the force. Cheryl Cuming asked if the aerial photo of Avila can be purchased to add to our photo assets. Kaci will check on the price with the photographer. Instagram followers are at 12,000 with almost 8,000 engagements. The Instagram video ads had over 54,000 views and the Facebook Canvas ads had over 22,000 clicks. The top three video were Rural Road Trip, Avila Beach: Stay & Play! and the Bob Jones Bike Tour.

Rick noted that over 60% of visitors to our website were on a mobile device. Visits were down in June but were up 10% overall for the year. He is looking to add tracking of phones coming in. Kalie Howard noted that she would like to see a better snapshot during campaigns.

**7. Presentations:**

- a. Katie Sturtevant, Stewardship Travel Program Recap and Upcoming Plans:** – Katie gave a recap from the past year which continues to be a successful, newsworthy and sustainable marketing strategy since its inception in 2013. Highlights include winning the Poppy Award for "Contribution to Community"; successful Coastal Discovery and Stewardship Celebration with the Hearst Castle movie doubling in attendance; Whale Trail interpretive signage project; Wildlife Viewing Tips; promotes that Avila Beach revamped their beach cleanup kits; and multiple STP workshops. Plans include: hoping to get approval for KindTraveler.com a hotel booking platform that gives money back to local communities and get message out about care and kind travel; developing a history and heritage trail map similar to the Wildlife Viewing Tips.

**8. Action/Discussion Items:**

- a. Review SLO Ultra and SLO GranFondo Marketing Update:** The board discussed the update received by Samantha Pruitt and the disappointing entry sales for the GranFondo. Charles Crellin noted that it looked like the 2018 SLO Ultra dates could not be changed even though September was still a busy month. Kalie Howard noted that perhaps, if the GranFondo was not held in 2018, the SLO Ultra could be moved to a later date that would be more beneficial. Cheryl Cuming noted that she would check with the County to see what the process would be, in the event the board wanted to pursue reimbursement of the sponsorship funding. The board discussed whether to proceed with Samantha's proposal to retool the GranFondo from a multi-race cycling event with 1,200 entries to a VIP Wine and Pro event with 200 entries. The board agreed to proceed with the retooled event but noted it will need some additional publicity. Samantha will be invited to the August meeting to provide an update on marketing and discussion of the new event.
- b. 2017-2018 Marketing Plan Renewal Proposal Consideration:** Stephanie Rowe noted that the marketing proposal was approved by the board at the July 17<sup>th</sup> meeting. John Sorgenfrei noted that he would like to change the funds on the media plan designated for digital marketing to a contingency budget. Stephanie Rowe will make the change on the media plan and send to Cheryl Cuming. John passed around the H1DR media plan and also noted that TJA will do the following based on the July 17<sup>th</sup> marketing meeting: a) look into local music for Avila video; b) tie web stats to marketing campaigns; c) provide new ideas such as an influencer campaign and doing live videos, and the board will decide whether to move forward.
- c. Review Fiscal Year 2017-2018 Budget Proposal:** The Board reviewed the proposed budget

allocations that were reviewed at the July 17th marketing meeting.

**A motion was made by Charles Crellin, and seconded by Kalie Howard, to approve the Fiscal Year 2017-2018 budget allocations as follows: 50% for marketing, 30% for event funding, 10% for administrative and 10% for contingency. With no further discussion, the allocations were approved by unanimous voice vote of the local Advisory Board.**

- b. Discuss 2017 Harvest on the Coast Booth/Giveaway Funding Consideration:** The board discussed whether to open up the Avila Beach VIP Area to the folks who purchase auction tables per Heather Muran's suggestion. Kalie Howard noted that opening up the area would provide less incentive to stay in Avila Beach and less trackable. Cheryl Cuming noted that per the new CBID guidelines, Heather would need to drive for 150 room stays to break even for the \$15,000 sponsorship funding. Stephanie Rowe would communicate to Heather that the board would like to limit the Avila Beach VIP Area to attendees who stay in Avila Beach.

The board agreed that we would set up the booth the same as last year in the general vendor area and have the same \$500 Avila Beach vacation giveaway. We would also have a display and board members on hand to promote Avila Beach in the new Avila Beach VIP Area. Stephanie Rowe confirmed that the older stewardship tote bags will be handed out.

**A motion was made by Charles Crellin, and seconded by Kalie Howard, to approve funding \$500 for an Avila Beach Vacation giveaway at the 2017 Harvest on the Coast event. With no further discussion, the giveaway funding was approved by unanimous voice vote of the local Advisory Board.**

- c. TJA Advertising Projects:** None

**9. Future Agenda Items/New Business:**

- a. Samantha Pruitt, SLO Ultra and GranFondo Marketing Update
- b. 2017 SLO Ultra and GranFondo Post Reports (after Oct)
- c. 2017 Bubblyfest Post Report (after Oct)
- d. 2017 Harvest on the Coast Post Report (after Nov)

**10. Closing Comments:** None

**11. Next ABTA Local Fund Advisory Board Meetings:**

Dates: **August 9, 2017**

Time: **10:00 am - 12:00 pm**

Location: **Sycamore Mineral Springs Resort Boardroom**

**12. Adjournment:** The meeting was adjourned at 12:25 pm.